

# DRB Partners

A Strategic Marketing Firm

## Results:

- The name of the store, Scrapbook Mania, was unique and caught on immediately
- The graphics conveyed the personality of the owner and had great curb-appeal, drawing customers into the store
- Reporters covered the open house and the publicity was effective in getting a good turnout at the event and at the store in the weeks to follow
- The advertising was extremely effective and sales volume increased each month
- The store met its first year financial goals nearly eight months ahead of schedule
- Scrapbook Mania is now poised to consider franchise opportunities. It is recognized as one of the top 10 stores in sales volume of its kind, in the United States.

**SCRAPBOOK MANIA™**

ALL YOUR  
**SCRAPBOOK  
MEMORY BOOK  
SUPPLIES! IN ONE LOCATION!**

**BIRTHDAY PARTIES -**  
LARGE SEPARATE CLASSROOM  
**CLASSES AT ALL LEVELS - CHILDREN'S CLASSES: WEEKEND & EVENING**  
**GREAT PRICES! - ALL THE LATEST SUPPLIES ARE HERE FIRST!**  
ALL PRODUCTS ARE ACID & LIGNIN FREE!

**THE PLACE TO REMEMBER WHEN!**  
5415 CAMDEN AVE., SAN JOSE • **(408) 267-4289**  
CLOSED MONDAYS • TUES./WED. 10-6 • THURS./FRI. 10-7 • SAT. 10-5:30 • SUN. 1-5

**MAKE A SUMMER  
SCRAPBOOK!**  
**SCRAPBOOK CAMP**  
(KIDS AGES 6 AND OLDER)  
WEEKLY TIMES TO  
CHOOSE FROM!  
CALL TODAY!  
(LIMITED AVAILABILITY)